

**Crystal Lake Chamber of Commerce**  
**Board of Directors Minutes – August 27, 2021, 7:30am**  
**Crystal Lake Chamber of Commerce Boardroom/Virtual Zoom**

**PRESENT:** Eric Beier, Leslie Blake, Scott Block, Gary Bonick, Stacy Brown, Pierre Garcia, Dawn Gilman, Trent Gordon, Matt Horist, Suha Hossain, Josh Howell, Scott McKeever, Kathy Powell, Beth Repta, Kelly Roewer, Catie Schmit, Randy Smith, Ben Volling, Mike Wheeland, and staff members Bill Eich, Donna Sather, Nick Kubiak, Wendy Pratola, Lisa McLaughlin, and guests Heather Maieritsch and Mike Splitt.

**ABSENT:** Ken Pringle and Tim Urban

**CALL TO ORDER:** Randy Smith called the meeting to order at 7:36 AM

**CITY OF CRYSTAL LAKE/MAYORS REPORT:** Heather reported that Crystal Lake is seeing its first major bump in housing in a long time. Woodlore Estates was a catalyst to start the growth and is continuing to grow along with other developments. There will be over 1000 housing units coming into Crystal Lake over the next year or so. The Springs will bring 280 units, Redwood will bring 305 units. Main and Crystal Lake Avenue will bring 46 apartments and 51 townhomes. This will bring a lot of new faces to Crystal Lake. The increase in density will be attractive for potential retailers and manufacturing businesses.

Crystal Lake Plaza is modifying their façade and making improvements in the next year as is the Commons of Crystal Lake which will be starting their improvements this fall. Raising Cain's and Abalax, a new bookstore, are set to open in October. McAlister's Deli will be opening in late fall. Thorntons across from the new hospital will open in spring. Some other new businesses coming to us in the next few months will be Andy's Burrito Express on Randall Rd., Mario's Cart – a sandwich shop, Casey's Gas across from Home Depot where the RV store used to be, Take 5 Oil Change, who is taking over the previous Enterprise Car Rental building, the Fitness center going in by Menards will be starting their build out soon, and Cantina 52 will be opening downtown in late fall. A5 Digital Marketing is helping the city market to potential businesses. The city is very careful to make sure there is no oversaturation of certain businesses and have very strict rules about what can go where.

**CONSENT AGENDA:** Motion to accept by Dawn Gilman, seconded by Kelly Roewer, and motion carried.

**DIVISION REPORTS:** Randy spoke about the revisions to the definitions of the Divisions and the expanded division overview and the inclusion of Women Empowering Women as a Division. Motion to include Women Empowering Women to the Board Divisions by Stacy Brown and seconded Ben Volling. Motion carried. Motion to accept the Division definition revisions by Dawn Gilman, seconded by Matt Horist. Motion Carried. The organizational chart will be updated.

**FINANCE:** Matt reported that there is not much to report as it is the first month of the fiscal year. Our cash position is strong. The timing of activities has affected our statement of activities (mainly the expo, annual dinner, and golf) so the comparison will be a little weird. Motion to accept financials by Mike Wheeland, seconded by Kelly Roewer. Motion Carried.

**MEMBERSHIP:** Lisa McLaughlin reported that we have 14 new members, 3 reactivated members, and 14 dropped members with a retention rate of 98.58%. New members are as follows: Landy-Bluver Insurance Agency, Coldwell Banker Sheri Franse, Pho Royal, Presotea, LT Nail Lounge, LT Nail Spa, GIG Energy, Bellany Remax Realty, At Your Request Patient Advocate, Cardinalight Health, Fellowship Housing, Hampton Inn Huntley, American Legion Post 171, and Maintenance Matters. Reactivated members are Crystal Lake Rowing Club, Lou Malnati's Pizza, and Forever Husky. Membership numbers were discussed. Wendy noted that there was 950 members in September of 2019 and 850 in spring of 2020 and currently around 750. Lisa noted that testimonials should go to Nick. The maximize your membership has been rebranded as a workshop. Weekly videos are booked through October and Lisa will send the link for board members to sign up if they wish. Motion to accept membership by Stacy Brown and seconded by Matt Horist. Motion carried.

**CHAIRMAN'S REPORT:** Randy asked the board if they had any revisions to contact information on their call list to report. It was noted that texting has been effective for Scott McKeever. Trent Gordon has good luck messaging with Linked in also. It is important to keep connected with our members. The timeline on the board calls is one month.

**PRESIDENT'S REPORT:** Bill Eich reported that the Chamber has been working with the consortium with regards to the Made in Your Own Backyard event and is going to be including McHenry schools. They are hoping to have a few visits. D155 is doing workforce Wednesdays and bringing in a new company each week. Manufacturers are looking for employees and there is a career fair at MCC soon. There will be a big push during Manufacturing Month. The President's Council will be hosting a new member breakfast at the end of September. (30<sup>th</sup>) for all new members that have joined in the past year. Members in Motion is September 22. Algonquin, LITH, McHenry, Cary, and Woodstock are invited. The Monday Night

Football kickoff mixer was last week. The marketing video for Monday Night Football is amazing and Nick did a great job. The program has had a strong kick off and hoping it will be a good full season. Next Tuesday t 5:30PM will be a drive by birthday celebration for Bob Blazier meeting at South Elementary School and driving through the Dole parking lot. He is 94. Chamber Week is coming up September 13-17. We will have a few activities including an open house, a referral program, and incentives for the new members. The renewals since we have restructured has been mainly positive feedback. We are looking at available sponsorships for the next year. We are looking at offering an indoor golf outing at Top Golf in Schaumburg in fall and also a Food Truck festival in spring. Ben has a contact to help with a food truck event. The Chamber was approved for an employee retention credit for Q4 2020 and Q1 2021 and are waiting on those funds.

**ITEMS FOR BOARD CONSIDERATION:** Scott Block has resigned his position at the Mental Health Board and will be leaving the Board

**UPCOMING EVENTS:** Donna reported that there will be a mixer at Fair Oaks on September 23<sup>rd</sup>. It was left off the events sheet. Shay Boutique is having a ribbon cutting on September 23<sup>rd</sup> at 10am. They might have an event with Cantina 52 also. Cardinalight health will have a ribbon cutting on Nov. 1. September 23<sup>rd</sup> at noon will be an out to lunch event at Moontime BBQ.

**HEARD AROUND TOWN:** September 11 the American Legion will be having a memorial for 9/11 at noon. Downtown Crystal Lake Association was approved for the b2b grant program. Contact Diana Kenney. They do not need to be a member of either the Chamber or the Association. MCC will be doing a webinar 3:30 pm on Monday regarding b2b grants also. There are residential and utility grants available through McHenry County Housing Authority also. Just like the business grants, the requirements are much lower than people think they are. If anyone knows someone who is struggling tell them to contact the housing authority.

**ADJOURN:** The meeting was adjourned at 8:39 am on a motion by Dawn Gilman and seconded by Matt Horist. Motion passed